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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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Koji Wakimoto

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6028

2292

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06/13/2006

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EXAMINER

HAMZA, FARUK

ART UNIT

PAPER NUMBER

2155

DATE MAILED: 06/13/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	10/018,968	WAKIMOTO ET AL.	
	Examiner	Art Unit	
	Faruk Hamza	2155	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 26 December 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-11 and 21 is/are pending in the application.
- 4a) Of the above claim(s) 12-20 and 22-30 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-11 and 21 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 26 December 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date <u>12/26/01, 04/07/06</u> | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is responsive to the application filed on December 26, 2001.
Claims 12-20 and 22-30 have been canceled. Claims 3 and 6 have been amended. Claims 1-11 and 21 are pending.

Claim Rejections - 35 USC § 101

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

2. Claim 21 is rejected under 35 U.S.C. 101 because it is directed to a program. A program is not tangible and does not belong to one of the statutory category. See MPEP 2106.

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

3. Claims 3 and 6 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claim 3 recites the limitation "a buffer device" in line 6. There is insufficient antecedent basis for this limitation in the claim.

Claim 6 recites the limitation "a buffer device" in line 6. There is insufficient antecedent basis for this limitation in the claim.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

The changes made to 35 U.S.C. 102(e) by the American Inventors Protection Act of 1999 (AIPA) and the Intellectual Property and High Technology Technical Amendments Act of 2002 do not apply when the reference is a U.S. patent resulting directly or indirectly from an international application filed before November 29, 2000. Therefore, the prior art date of the reference is determined under 35 U.S.C. 102(e) prior to the amendment by the AIPA (pre-AIPA 35 U.S.C. 102(e)).

4. Claims 1-11 and 21 are rejected under 35 U.S.C. 102(e) as being anticipated by Goldman et al. (U.S. Patent Number 7,051,351) hereinafter referred as Goldman.

Goldman teaches the invention as claimed including system and method for selecting and inserting advertisements in an information document displayed to a user (See abstract).

As to claim 1, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a buffer device, wherein the server device delivers to the terminal device via the buffer device an information that is temporally continuous and includes a plurality of unit information, wherein the buffer device includes (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51, Goldman discloses server connect to client system (terminal) via ISP (buffer)),

a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51, Goldman discloses receiving information from server) ;

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 8, lines 6-20, Column 9, lines 63-Column 10, lines 51, Goldman discloses storing profile information (destination information));

an additional information storage unit for storing additional information that is to be added to the unit information (abstract, Fig. 3c, Column 2, lines 60-

Column 3, lines 55, Column 9, lines 63-Column 10, lines 51, Goldman discloses storing advertisement (additional information));

a transmission information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates transmission information that instructs that the additional information stored in the additional information storage unit is to be added to the unit information received by the receiving unit and then transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51, Goldman discloses creating and transmitting additional information); and

a transmitting unit that, based on the transmission information created by the transmission information creation unit, adds additional information stored in the additional information storage unit to the unit information received by the receiving unit and transmits the unit information to which the additional information has been added to the terminal device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51, Goldman discloses adding and transmitting additional information (advertisement)).

As to claim 2, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a buffer device, wherein the server device delivers to the terminal device via the buffer device an information that is temporally continuous and includes a plurality of unit information, wherein the buffer device includes, a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

an additional information storage unit for storing additional information that is to be added to the unit information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates transmission information that instructs that the additional information stored in the additional information storage unit is to be added to the unit information received by the receiving unit and then transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a transmitting unit that transmits the transmission information created by the transmission information creation unit to the terminal device and, in accordance with a transmission request from the terminal device that is based on the transmission information, adds additional information stored in the additional information storage unit to the unit information received by the receiving unit and transmits the unit information to which the additional information has been added to the terminal device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 3, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a plurality of buffer devices, wherein the server device delivers to the terminal device via the buffer devices an information that is temporally continuous and includes a plurality of unit information, wherein a buffer device that transmits the unit information to another buffer device includes (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51),

a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery

destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

an additional information storage unit for storing additional information that is to be added to the unit information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates transmission information that instructs that the additional information stored in the additional information storage unit is to be added to the unit information received by the receiving unit and then transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

an information-unit transmitting unit that, based on the transmission information created by the transmission information creation unit, adds additional information stored in the additional information storage unit to the unit information received by the receiving unit and transmits the unit information to which the additional information has been added to the another buffer device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a new-unit attribute information creation unit which creates new unit attribute information that corresponds to unit information transmitted by the

transmitting unit (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a new-unit attribute information transmitting unit which transmits the new unit attribute information created by the new-unit attribute information creation unit to the another buffer device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 4, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a buffer device, wherein the server device delivers to the terminal device via the buffer device an information that is temporally continuous and includes a plurality of unit information, wherein the buffer device includes (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51),

a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a link information storage unit which stores link information used for forming a link to the additional information that is to be added to the unit information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates transmission information that instructs that the link information stored in the link information storage unit is to be added to the unit information received by the receiving unit and then transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a transmitting unit that, based on the transmission information created by the transmission information creation unit, adds the link information stored in the link information storage unit to the unit information received by the receiving unit and transmits the unit information to which the link information has been added to the terminal device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 5, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a buffer device, wherein the server device delivers to the terminal device via the buffer device an information that is temporally continuous and includes a plurality of unit information, wherein the buffer device includes (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51),

a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a link information storage unit which stores link information used for forming a link to the additional information that is to be added to unit information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates transmission information that instructs that the link information stored in the link information storage unit is to be added to the unit information received by the receiving unit and then

transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a transmitting unit that transmits the transmission information created by the transmission information creation unit to the terminal device and, in accordance with a transmission request from the terminal device that is based on the transmission information, adds the link information stored in the link information storage unit to the unit information received by the receiving unit and transmits the unit information to which the link information has been added to the terminal device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 6, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a buffer device, wherein the server device delivers to the terminal device via the buffer device an information that is temporally continuous and includes a plurality of unit information, wherein a buffer device that transmits the unit information to an another buffer device includes (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51),

a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a link information storage unit which stores link information to additional information that is to be added to the unit information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates transmission information that instructs that the link information stored in the link information storage unit is to be added to the unit information received by the receiving unit and then transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

an information-unit transmitting unit that, based on the transmission information created by the transmission information creation unit, adds the link information stored in the link information storage unit to the unit information received by the receiving unit and transmits the unit information to which the link information has been added to the another buffer device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a new-unit attribute information creation unit which creates new unit attribute information that corresponds to unit information transmitted by the transmitting unit (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a new-unit attribute information transmitting unit which transmits the new unit attribute information created by the new-unit attribute information creation unit to the another buffer device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 7, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a buffer device, wherein the server device delivers to the terminal device via the buffer device an information that is temporally continuous and includes a plurality of unit information, wherein the buffer device includes, a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a priority degree information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates information about a degree of priority of the information unit received by the receiving unit (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation unit that, based on the priority degree information created by the priority degree creation unit, creates transmission information that instructs that only the unit information whose degree of priority meets predetermined conditions is to be transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a transmitting unit that, based on the transmission information created by the transmission information creation unit, transmits only the unit information whose degree of priority meets the predetermined conditions (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 8, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a buffer device, wherein the server device delivers to the terminal device via the buffer device an information that is temporally continuous and includes a plurality of unit

Art Unit: 2155

information, wherein the buffer device includes (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51),

a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a priority degree information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates information about a degree of priority of the information unit received by the receiving unit (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation unit that, based on the priority degree information created by the priority degree creation unit, creates transmission information showing a sequence for transmitting unit information received by the receiving unit (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a transmitting unit that arranges and transmits unit information in a sequence that is based on the transmission information created by the transmission information creation unit (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 9, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a buffer device, wherein the server device delivers to the terminal device via the buffer device an information that is temporally continuous and includes a plurality of unit information, wherein the buffer device includes,

a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a priority degree information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates information about a

degree of priority of the information unit received by the receiving unit (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation unit that, based on the priority degree information created by the priority degree creation unit, creates transmission information that instructs that only the unit information whose degree of priority meets predetermined conditions is to be transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a transmitting unit that transmits the transmission information created by the transmission information creation unit to the terminal device and, in accordance with a transmission request from the terminal device that is based on the transmission information, wherein the transmitting unit transmits only the unit information whose degree of priority meets the predetermined conditions (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 10, Goldman teaches an information delivery system comprising:

a server device connected to at least one terminal device via a buffer device, wherein the server device delivers to the terminal device via the buffer device an information that is temporally continuous and includes a plurality of unit information, wherein the buffer device includes,

a receiving unit which receives unit information from the server device (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage unit which stores delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a priority degree information creation unit that, based on the delivery destination information stored in the delivery destination information storage unit as well as unit attribute information that relates to time spans and attributes of the unit information received by the receiving unit, creates information about a degree of priority of the information unit received by the receiving unit (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation unit that, based on the priority degree information created by the priority degree creation unit, creates transmission information showing a sequence for transmitting unit information received by the receiving unit (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a transmitting unit that transmits the transmission information created by the transmission information creation unit to the terminal device and that arranges and transmits the unit information in a sequence that is in accordance

with a transmission request from the terminal device that is based on the transmission information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 11, Goldman teaches a method of delivering information that is temporally continuous and includes a plurality of unit information, the method comprising:

- a receiving step of receiving unit information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

- a delivery destination information storage step of storing delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

- an additional information storage step of storing additional information that is to be added to the unit information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

- a transmission information creation step of, based on the delivery destination information stored in the delivery destination information storage step as well as unit attribute information that relates to time spans and attributes of unit information received in the receiving step, creating transmission information that instructs that the additional information stored in the additional information storage step be added to the unit information received in the receiving step and

Art Unit: 2155

then transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a transmitting step of, based on the transmission information created in the transmission information creation step, adding the additional information stored in the additional information storage step to the unit information received in the receiving step and transmitting the unit information to which the additional information has been added (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

As to claim 21, Goldman teaches a computer program containing instructions which when executed on a computer causes the computer to realize a method of delivering information that is temporally continuous and includes a plurality of unit information, the method comprising:

a receiving process of receiving unit information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a delivery destination information storage process of storing delivery destination information that relates to a destination of a delivery of each delivery destination (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

an additional information storage process of storing additional information that is to be added to the unit information (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51);

a transmission information creation process of, based on the delivery destination information stored in the delivery destination information storage process as well as unit attribute information that relates to time spans and attributes of unit information received in the receiving process, creating transmission information that instructs that the additional information stored in the additional information storage process is to be added to the unit information received in the receiving process and then transmitted (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51); and

a transmitting process of, based on the transmission information created in the transmission information creation process, adding additional information stored in the additional information storage process to the unit information received in the receiving process and transmitting the unit information to which the additional information has been added (abstract, Fig. 3c, Column 2, lines 60-Column 3, lines 55, Column 9, lines 63-Column 10, lines 51).

Conclusion

5. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Swix et al. (U.S. Patent Number 6,718,551) discloses method and system for providing targeted advertisements.

- Safadi (U.S. Patent Number 6,487,721) discloses method for digital advertisement insertion in a bitstream.
- Brown et al. (U.S. Patent Number 6,950,623) discloses method for dynamically serving in-stream advertisements.
- Bhagavath et al. (U.S. Patent Number 6,505,169) discloses method for AD insertion in streaming multimedia content.
- Gupta et al. (U.S. Patent Number 6,487,538) discloses method for local advertising.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Faruk Hamza whose telephone number is 571-272-7969. The examiner can normally be reached on Monday through Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Saleh Najjar can be reached at 571-272-4006. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you

Art Unit: 2155

have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 886-217-9197 (toll –free).

Faruk Hamza

Patent Examiner

Group Art Unite 2155



SALEH NAJJAR
SUPERVISORY PATENT EXAMINER